

fact sheet

For more than fifteen years, **Starnet® Worldwide Commercial Flooring Partnership** has been a dedicated alliance of commercial flooring contractors throughout North America. Their mission is to provide collective strength, integrity, shared best practices and advocacy of training across the industry. Through strong partnerships with leading flooring manufacturers and related service providers, Starnet® members ensure complete customer satisfaction through excellence in project management, installation and service.

- ★ Network of 165+ independent contractors in 265+ of the top markets
- ★ Since 1992, the largest commercial flooring cooperative with international membership and influence
- ★ Membership's combined efforts create \$2 billion annual volume
- ★ Unlimited access to membership network of contractors and manufacturers
- ★ Membership supported by preferred vendor status, industry best-practices, project coordination, network consultation and training opportunities
- ★ Resource for national reclamation information, support and services programs
- ★ Access to Starnet Liftman Services® specialized lift equipment and StarNet Maintenance Services program
- ★ Industry affiliations include: ASA, CRI, CARE, BOMA, IFMA, IIDA
- ★ Active Board of Directors, Advisory Council and Committee participation
- ★ Membership supported by national advertising and public relations campaigns
- ★ Preferred access to on-line resources through Starnet® member Web site



press release

Contact: Paula Adam
Account Supervisor
Sheroian Associates, Inc.
734-854-5501
Paula@sheroian.com

Installation of Enhanced Web site Mirrors Starnet's® Fresh Face

New site supports increased member and vendor partner traffic with intuitive navigation wrapped in the simplicity of high design.

FOR IMMEDIATE RELEASE – April 25, 2008 - Darien, CT – Much like any great flooring project, certain elements of a Web site design are required for success. With a renewed focus on partnership value for members and vendor partners, careful thought was given to design and functionality of Starnet's enhanced and updated Web site. The site was built with a concentration on increased traffic (due to the partnership's growing numbers), durability (to withstand vast amounts of information), functionality (in keeping with member's desire for interactivity and information sharing) and consistent with their reputation, high-design is prerequisite for any Starnet project. Starnet Worldwide Commercial Flooring Partnership is pleased to announce a newly enhanced Web site currently live at www.starnetflooring.com.

The overall tone of the new Web site is one of leadership, approachability and member value. The site is cleaner with a more contemporary and professional appearance. Featuring vibrant images, less copy and inviting usability, the new site will be more attractive to all visitors. The architecture makes intuitive navigation a breeze and allows the visitor to quickly hone in on what is important while leading them directly to the desired page. This provides the ability for members and visitors to explore its contents much more effectively and efficiently than in the past. Developed as a benefit to members and vendor partners, visitor value is the goal for the new site's success.

<more >



ENHANCED STARNET WEBSITE - 2

“Through careful research and member feedback, the enhanced site not only mirrors the new face of Starnet, but employs the latest in Web 2.0 technology for user intuitivism and access to a wealth of member interactivity,” says Jeanne Matson, President and CEO of Starnet. “A partnership is successful when the leadership asks and responds to the needs of its members. This new site reflects Starnet’s renewed level of commitment to providing the best tools to the finest commercial flooring professionals. I’m confident that our members, vendor partners and the A & D community will discover the site to be an invaluable business building tool.”

In a member survey conducted in December 2007, respondents (members) indicated that the Starnet Web site was of great value to them. Specifically, 62% of respondents indicated that the site was the “most utilized” Starnet member program and 36% cited the Web site as the “most valuable” program utilized by their business. In both of these categories, the Web site ranked as the second highest program behind the *StarLog* collateral materials. 28% of members also cited the Web site as being the third “most effective” Starnet program for building their business. The survey was completed by 55% of the active Starnet membership.

In addition, Starnet has also launched a new communication tool dedicated to all members, their branch manager’s and participating vendors. *Starnotes*, an e-newsletter, will be mailed every 6-8 weeks on a regular basis and will be linked to the new site as well as other relevant sites. The new tool will focus on high-lighting product launches, membership updates, new procedures, awards, expansion of services, personnel news, educational information, member success stories and other items that supports the partnership’s mission.

About Starnet Worldwide Commercial Flooring Partnership

Since 1992, Starnet Worldwide Commercial Flooring Partnership has been a dedicated alliance of commercial flooring contractors throughout North America. Their mission is to provide collective strength, integrity, shared best practices and advocacy of training across the industry. Through strong partnerships with leading flooring manufacturers and related service providers, Starnet members ensure complete customer satisfaction through excellence in project management, installation and service. The membership’s combined efforts create an annual volume of nearly two billion dollars. For more information, call 1-800-787-6381 or visit www.starnetflooring.com.

#